NIDM

National Institute of Digital Marketing

BUILDING AN EMAIL LIST

Taking business to the next level

Most effective way to reach your target audience

91%

People check their mail daily

61%

People open at least half of the mails they receive

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Email subscribers are more likely to convert into customers

Email marketing generates $38 for every $1 spent

Much higher ROI than you'll get from any other marketing channel

Great way to build relationships with your customers

When you send regular emails to your subscribers, you're staying top-of-mind and building trust

This makes it more likely that they'll buy from you in the future.

Email is a great way to promote your products and services

You can use email to announce new products, discounts, and special offers. You can also use email to send out educational content that will help your customers learn more about your products and services.

Email is a great way to gather feedback from your customers.

You can use email surveys to ask your customers what they think of your products and services. This feedback can help you improve your products and services, and it can also help you build stronger relationships

Email is a great way to stay in touch with your customers

Even if your customers aren't ready to buy from you right now, you can stay in touch with them by sending them regular emails. This will help you keep them top-of-mind and make it more likely that they'll buy from you in the future.

THANK
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